

Fair Housing Month Linking Campaign

Description: The link campaign will focus on encouraging our stakeholders to include a link to [FHEO's webpage](#) on their website. This will help show our partnership efforts with stakeholders. Also, by increasing traffic to our website we will increase awareness of fair housing rights, as well as potentially increase the volume of complaints filed electronically.

Methodology: This will be a campaign focusing on encouraging links to FHEO's webpage, to drive interested traffic to the FHEO website. Following are the specific steps to do this:

1. Assess WebTrends to establish baseline website data.
2. Send email to FHIPS and FHAPS requesting them to partner with HUD to promote Fair Housing Month by linking to FHEO's webpage.
3. Send email to other stakeholders requesting them to partner with HUD to promote Fair Housing Month by linking to FHEO's webpage.

Evaluation: This initiative will hopefully increase traffic to FHEO's homepage and increase the number of complaints filed online. Thus, we will evaluate its success against WebTrends baseline website data.

Public Information: The following information describing the linking campaign will be disseminated to the public and placed under the link to the linking campaign that's on the Fair Housing Month web page:

Welcome Housing Stakeholders,

In passing the Fair Housing Act, Congress stipulated this nation's duty to promote fair housing for All Americans. Specifically, the Act states, "*It is the policy of the United States to provide, within constitutional limitations, for fair housing throughout the United States.*" ([Sec. 801, \[42 U.S.C. 3601\] Declaration of Policy](#))

Accordingly, as part of HUD's celebration of Fair Housing Month 2014, HUD encourages all housing stakeholders to include on their website a link to HUD's [Fair Housing webpage](#). Your will action will help increase American's awareness of their fair housing rights, demonstrate your commitment to promoting those rights and embracing the requirements of the Fair Housing Act.